

Message Text

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42

ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 USIA-15 OPR-02 /032 W
----- 069077

R 281449Z JAN 76
FM AMEMBASSY SANTIAGO
TO SECSTATE WASHDC 6859

UNCLAS SECTION 1 OF 2 SANTIAGO 0700

FOR CU/URA

E.O.11652:N/A
TAG: OEXC CI (MAYOL, MANFREDO)
SUBJ: 1976 IV GRANTEE.

REF: STATE 274303

1. FOLLOWING ARE BIODATA AND PROGRAM SUGGESTIONS FOR 1976 IV GRANTEE MANFREDO MAYOL DURAN. PRESENT POSITION: GENERAL MANAGER, NATIONAL TV: PROFESSOR OF JOURNALISM, CATHOLIC UNIVERSITY OF CHILE, SANTIAGO: PROFESSOR AT SCHOOL OF HEALTH, UNIVERSITY OF CHILE. PAST POSITIONS: CHIEF, NEWS DEPARTMENT, CHANNEL 13, CATHOLIC UNIVERSITY OF CHILE: PRESS SECRETARY, UNIVERSITY OF CHILE: NEWS COMMENTATOR RADIO NUEVO MUNDO: PROFESSOR OF COMMUNICATIONS, UNIVERSITY OF CONCEPCION, PDOB: SANTIAGO, CHILE, JUNE 10, 1946, CHILEAN, MALE, MARRIED, ONE GIRL AGED FOUR. ADDRESS: MADRESELVA 4880, SANTIAGO. CHILE. EDUCATION: JOURNALISM DEGREE FROM UNIVERSITY OF CHILE. PROFESSIONAL ORGANIZATION: CHILEAN PRESS ASSOCIATION. TRAVELS ABROAD: U.S.: 1967 - 3 MONTH SEMINAR, UNIVERSITY OF TEXAS (DEPT. OF STATE GRANT - RECIPROCATE UNIVERSITY OF TEXAS/UNIVERSITY OF CHILE STUDENT PROGRAM); 1970 ALUMNI ASSOCIATION SEMINAR, UNIVERSITY OF TEXAS 1975 - MIAMI. OTHER COUNTRIES: NONE. ENGLISH: INADEQUATE. WILL NEED ESCORT-INTERPRETER. OTHER LANGUAGES: SPANISH, FRENCH.

2. POST PROGRAM SUGGESTIONS AND JUSTIFICATION: AFTER MAYOL WAS NOMINATED, HE WAS NAMED GENERAL MANAGER OF UNCLASSIFIED

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CHILEAN NATIONAL TELEVISION. HE IS THUS IN AN EVEN

MORE IMPORTANT POSITION IN CHILEAN COMMUNICATIONS NOW THAN WHEN NOMINATED AND PROBABLY WILL BE OF IMPORTANCE FOR SOME TIME. HIS PROGRAM SHOULD INCLUDE AS MANY ASPECTS OF COMMUNICATIONS AS POSSIBLE, ESPECIALLY TELEVISION PRODUCTION, PROGRAMMING, NEWS, MANAGEMENT, NEW TECHNOLOGIES, ETC. AS NUMBER TWO MAN AT NATIONAL TV, MAYOL HAS A GREAT DEAL OF INFLUENCE ON WHAT MOST CHILEANS SEE ON TV.

SINCE MAYOL HAS WORK AND TEACHING COMMITMENTS, HE CAN ACCEPT A GRANT FOR ONLY 21 DAYS. HE IS YOUNG, PERSONABLE, AND DYNAMIC, AND INTENSIVE PROGRAMS IN INDIVIDUAL CITIES WILL NOT BOTHER HIM, BUT HE PREFERENCES TO LIMIT THE NUMBER OF PLACES VISITED IN ORDER TO CONCENTRATE ON THEM IN GREATER DEPTH. MAYOL IS MOST INTERESTED IN COMMUNICATIONS THEORY. HE IS WORKING ON HIS DOCTORATE IN THIS FIELD FROM A BRAZILIAN UNIVERSITY AND WISHES TO VISIT UNIVERSITY COMMUNICATION SCHOOLS, ESPECIALLY THOSE AT THE UNIVERSITY OF MINNESOTA AND STANFORD. HE WISHES TO IMPROVE TEACHING OF MASS COMMUNICATIONS AND COMMUNICATIONS THEORY AS DIFFERENTIATED FROM JOURNALISM IN CHILEAN UNIVERSITIES. AT THE SAME TIME MAYOL IS VERY ACTIVE IN SUCH ORGANIZATIONS AS THE NATIONAL YOUTH SECRETARIAT AND HAS ON OCCASION ADVISED THE CHILEAN GOVERNMENT IN THE COMMUNICATIONS FIELD. SINCE HE HAS GREAT INFLUENCE ON THE POLITICAL LINE ESPOUSED BY NATIONAL TV, AND APPARENTLY AT LEAST SOME EXTRAOFFICIAL INFLUENCE ON GOVERNMENT OFFICIALS, HE SHOULD BE EXPOSED AS MUCH AS POSSIBLE TO CURRENT POLITICAL FEELING IN U.S., ESPECIALLY LATIN AMERICAN POLICIES. POST RECOMMENDS STRONGLY THAT HE HAVE CONVERSATIONS WITH DEPARTMENT OFFICIALS WHO CAN EXPLAIN U.S. ATTITUDES TOWARD CHILE.

MAYOL SHOULD BE EXPOSED TO THE U.S. POLITICAL CAMPAIGN TO THE EXTENT POSSIBLE, SINCE HE HAS VOICED DOUBTS ABOUT THE VIABILITY OF THE U.S. ELECTORAL SYSTEM, AND LIKE MANY CHILEANS HAS INDICATED HE BELIEVES THE U.S. IS UNAWARE OF THE COMMUNIST THREAT, ESPECIALLY FROM WITHIN. FOR THIS REASON, WE WOULD

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RECOMMEND HE MEET AMERICANS OF DIVERSE VIEWS AND BACKGROUNDS AND THAT HE PARTAKE OF HOME HOSPITALITY. THIS LAST MAY ALSO HELP INFLUENCE HIS SOMEWHAT DISTORTED VIEW OF U.S. FAMILY LIFE.

MAYOL SHOULD HAVE HIGH-LEVEL DISCUSSIONS IN WASHINGTON OR NEW YORK ON THE VALUE OF THE NTSC COLOR TV SYSTEM. HE IS NOT A TECHNICIAN BUT HAS CONSIDERABLE INFLUENCE

ON THE SYSTEM THAT CHILE WILL ULTIMATELY ADOPT. THEY
NOW LEAN VERY STRONGLY TOWARD THE PAL/M SYSTEM.

MAYOL IS MORE INTERESTED IN THE PROFESSIONAL ASPECTS OF
THIS GRANT THAN IN SIGHTSEEING. HE IS NOT PARTICULARLY
INTERESTED IN THE THEATER OR CINEMA BUT DOES HAVE A
STRONG INTEREST IN SCIENCE AND TECHNOLOGY, ESPECIALLY
U.S. ACTIVITIES IN SPACE.

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45
ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 USIA-15 OPR-02 /032 W
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R 281449Z JAN 76
FM AMEMBASSY SANTIAGO
TO SECSTATE WASHDC 6860

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FOR CU/ARA

3. POSSIBLE PROGRAM SUGGESTIONS ARE AS FOLLOWS:

WASHINGTON, DC VISIT USIA (IMV AND ILA)
APPOINTMENT STATE (ARA/PAF, OR ARA/BC)
FEDERAL COMMUNICATIONS COMMISSION,
EDUCATIONAL TV BRANCH
AMERICAN FILM INSTITUTE
KENNEDY CENTER
WRC OR WTOP TV STATIONS
SMITHSONIAN INSTITUTE

NEW YORK CITY COLUMBIA UNIVERSITY, GRADUATE SCHOOL OF
JOURNALISM
NBC - GENERAL VISIT (PROGRAMMING AND
PRODUCTION)
NEW YORK UNIVERSITY (COMMUNICATIONS,
FILM AND VIDEO DEPARTMENTS)
THE NEW YORK EXPERIENCE (AUDIO VISUAL
SHOW) AT MCGRAW HILL BUILDING
VISIT INTERNATIONAL PRESS CENTER

MINNEAPOLIS UNIVERSITY OF MINNESOTA (ILM DEPT.)
SEE PERFORMANCE AT TYRONE GUTHRIE THEATER
HOME HOSPITALITY

SAN FRANCISCO STANFORD UNIVERSITY, DEPT OF COMMUNICATIONS
INSTITUTE FOR COMMUNICATION RESEARCH AND
FILM DEPARTMENT, SAME UNIVERSITY
UNIVERSITY OF CALIFORNIA, BERKELEY -
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EXTENSION MEDIA CENTER; PACIFIC FILM
ARCHIVES, DEPARTMENT OF CINEMA
NATIONAL CENTER FOR EXPERIMENTS IN TV
NET FILMING, PRODUCTION, COLOR
GENERAL SIGHTSEEING

LOS ANGELES AMERICAN FILM INSTITUTE
CBS TELEVISION CITY, LOS ANGELES
OBSERVE FILMING OF A TELEVISION SHOW
CALIFORNIA INSTITUTE FOR THE ARTS: FILM
DIVISION
UNIVERSITY OF CALIFORNIA, FILM DEPARTMENT
GENERAL SIGHTSEEING - DISNEYLAND
RETURN TO CHILE FROM LOS ANGELES.

4. TRAVEL: BECAUSE OF RE-SCHEDULING OF BRANIFF FLIGHTS MAYOL
WILL NOW ARRIVE MIAMI ON BRANIFF 978 ON MARCH 1 AT 07:00
HOURS CONTINUING TO WASHINGTONDC ON EASTERN 158 SAME DAY
ARRIVING AT 10:12HOURS.
POPPER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760032-0862
From: SANTIAGO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760113/aaaaalcx.tel
Line Count: 203
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 274303
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 01 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 JUN 2004 by barnescd>; APPROVED <27 JAN 2005 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: 1976 IV GRANTEE.
TAGS: OEXC, CI, (MAYOL DURAN, MANFREDO)
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006